

Le Tour de France

“La Grande Boucle”

The Tour de France was created in 1903 by Henri Desgranges to increase the sales of his magazine, L'Auto.

The Legend was born...

That was a such big advertising that since 1903, the race was held annually, except for the World Wars, when it was stopped. It takes place every July, this year starting from Porto-Vecchio (Corsica), and ends in Paris after a 3.200 km long trip through France.



The greatest
yearly bike race
ever.



Some examples of cars from the “Caravane”

Advertising

The Tour de France is also a source of profit for many other trademarks. The “Caravan” is a big convoy, where the sponsors are giving out some free products. The cars are decorated, because they want that the supporters to pay attention to them. Every year, every single trademark gives out between 200.000 and 500.000 Euros.

Problems:

Problems from “La Grande Boucle” are:

-Doping

-Imprudent supports (every years there are collisions with cars from the “Caravane”)

-Imprudent bikers (very often there are accidents in the mountains because there are too fast)

